

ORDER



Orders	Order / Rev:	684857
	Alt Order #:	06150691
	Product Desc:	CROSSROADS GPS
	Estimate:	598
	Flight Dates:	06/06/12 - 06/12/12
	Original Date / Rev:	05/18/12 / 05/18/12
	Order Type:	Political

	WUSA
Primary AE:	Aaron Ashe
Sales Office:	T-WAS
Sales Region:	NAT

Agency	Name:	<u>Crossroads Media/ POL</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>88 Canal Center Plaza Suite 555</u>
		<u>Alexandria, VA 22314</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Crossroads GPS
	Demographic:	A35+
	Product Codes:	IS-Issue/Ballot,IS-Issue/Non
	Priority:	P-5
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/12	06/12/12	5	\$7,200.00	\$6,120.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2012	5	\$7,200.00	\$6,120.00	9.00
Totals	5	\$7,200.00	\$6,120.00	9.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WUSA	19%	\$7,200.00
Market	100%	\$37,894.74

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$9,094.74
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$13,263.16
WTTG	22%	\$8,336.84
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	06/08/12	06/08/12	DT Daytime	CM	9A-3P (12:30 PM-3:00 PM)	----F--	1:00	1	\$1,400.00	P-3	2.20	NM	1	\$1,400.00
SOAP ROT/THE TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/04/12	06/10/12	----F--		1		\$1,400.00		2.20					
E 2	WUSA	06/11/12	06/11/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M-----	1:00	1	\$1,500.00	P-3	1.20	NM	1	\$1,500.00
9 NEWS AT 6P															

Order / Rev: 684857
 Alt Order #: 06150691
 Flight Dates: 06/06/12 - 06/12/12

Advertiser: Crossroads GPS
 Product Desc: CROSSROADS GPS
 Estimate: 598
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WUSA	06/11/12	06/11/12	9 News @ 6p 9 News @ 6p	CM	6-630p M-----	1:00	1	\$1,500.00	P-3	1.20	NM	1	\$1,500.00
9 NEWS AT 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	M-----				1	\$1,500.00		1.20			
E 3	WUSA	06/07/12	06/07/12	9 News @ 6p 9 News @ 6p	CM	6-630p ---T---	1:00	1	\$1,500.00	P-3	1.20	NM	1	\$1,500.00
9 NEWS AT 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	---T---				1	\$1,500.00		1.20			
E 4	WUSA	06/12/12	06/12/12	DT Soaps/The Talk	CM	9A-3P -T----- (12:30 PM-3:00 PM)	1:00	1	\$1,400.00	P-3	2.20	NM	1	\$1,400.00
SOAP ROT/THE TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/11/12	06/17/12	-T-----				1	\$1,400.00		2.20			
E 5	WUSA	06/06/12	06/06/12	DT Soaps/The Talk	CM	9A-3P --W---- (12:30 PM-3:00 PM)	1:00	1	\$1,400.00	P-3	2.20	NM	1	\$1,400.00
SOAP ROT/THE TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	--W----				1	\$1,400.00		2.20			
												Totals	5	\$7,200.00

REP HEADLINE# 6150691
 NEW
 REP: TEL# 703 528 7800 FAX# 703 528 7880
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET
 HARRIS RPT. FROM REP
 MAY18/12 12.19
 *** WUSA-TV ***
 BIAS# 684857
 DATE
 1/AGENCY# CROSSROADS MEDIA LLC
 2/ADVERTISER# ISS/CROSSROADS GPS
 3/PROD# EST#598 CROSSROADS GPS
 20/EOS 4/SLSP# AARON ASHE
 5/REP# - WASHINGTON, DC
 21/BILL WK. MO-SU 9/AREA
 63/PCON 64/ACON 10/BILL CODE
 11/RATE CARD 16/BYR - NOELLE RAMSEY
 14/ORDER TYPE 17/RTG SVC - NSI
 57/CO-OP TYPE CO-OP KEY D/P REC#
 59/STATE TAX 58/CITY TAX

REP: TO: LANCE
 FR: HILARY
 NEW ORDER
 TTLS: 7200
 PLS CFM, THX! 5/18
 CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 CROSSROADS GPS

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	CD	STS
1		FRI		1230P-300P			60	06/08	06/08					1	\$1,400.00			1
AGENCY ADVERTISER CODE = 12 AGENCY PRODUCT CODE = 11 AGENCY EST# = 598 PROGRAM : SOAP ROT/THE TALK RA35+ : 2.2 CON COM1: SOAP ROT/THE TALK																		

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REP HEADLINE# 6150691

REP: TEL# 703 528 7800

FAX# 703 528 7880

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS RPT. FROM REP

MAY18/12 12.19

*** WUSA-TV ***

BS	REP			BEGIN	END			BEGIN	END	CLS	SEC		PLAN	PLAN	SPT	RATE		STATION	CD	STS	SPOT
LN#	LN#	CD	DAYS	TIME	TIME	PTRN	LNTH	DATE	DATE	13/	14/	PLAN	16/	/WK	18/	CD	SC#	23/	/LIN		
	2		MON	600P-630P			60	06/11	06/11					1	\$1,500.00					1	
				PROGRAM :	9 NEWS AT 6P																
				RA35+ :	1.2																
				CON COM1:	9 NEWS AT 6P																
	3		THU	600P-630P			60	06/07	06/07					1	\$1,500.00					1	
				PROGRAM :	9 NEWS AT 6P																
				RA35+ :	1.2																
				CON COM1:	9 NEWS AT 6P																
	4		TUE	1230P-300P			60	06/12	06/12					1	\$1,400.00					1	
				PROGRAM :	SOAP ROT/THE TALK																
				RA35+ :	2.2																
				CON COM1:	SOAP ROT/THE TALK																
	5		WED	1230P-300P			60	06/06	06/06					1	\$1,400.00					1	
				PROGRAM :	SOAP ROT/THE TALK																
				RA35+ :	2.2																
				CON COM1:	SOAP ROT/THE TALK																

JUN/12 \$7,200.00

CONTRACT TOTAL \$7,200.00
TOTAL SPOTS 5

MARKET TOTALS \$37,894 WUSA 19% WTTG 22% WJLA 24% WRC 35% WDCA 0% WDCW 0% CABL 0%

SVC- NSI
DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Michelle Santuoso

do hereby request station time concerning the following issue:

Crossroads GPS (Grassroots Policy Strategies)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**

 ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:


☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

5/21/12  703-299-1760
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title